

# WCCO-TV

90 SOUTH ELEVENTH STREET, . MINNEAPOLIS MN 55403-2450 WCCO-TV

AND

PAGE 1

22426 AGENCY (OR SERVICE) ACTING AS AGENT FOR 340969 ADVERTISER (OR AGENCY AND ADVERTISER)

|                          |                               |                              |
|--------------------------|-------------------------------|------------------------------|
| <b>NAME</b>              | MEDIA STRATEGIES & RESEARCH   | GRAVES FOR CONGRESS          |
| <b>AND</b>               | 11350 Random Hills Rd Ste 670 | 14 5th Ave S                 |
| <b>ADDRESS</b>           | Fairfax VA 22030-7428         | Saint Cloud MN 56301-3639    |
|                          | USA                           | USA                          |
| <b>CONTACT</b>           | RACHAEL BEALE                 | <b>PRODUCT</b> EST 12593     |
| <b>LOCAL SALESPERSON</b> | Nicole Roy Pol                | <b>AGENCY EST. NO.</b> 12593 |
|                          |                               | <b>PRODUCT CODE</b> 1300     |

**Cancellation Notice Required**  
Announcement 28 days prior notice

**NATIONAL SALESPERSON**  
**BROADCAST SCHEDULE STARTING** 10/22/12 **AND ENDING** 10/28/12 **NO. WEEKS:** 1

CBS Television Stations Standard Terms and Conditions for advertising shall apply.  
NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

| ITEM | DAYS    | SPOTS PWK. | TIME   |        | LENGTH | EFFECTIVE DATES   | PROGRAMS                 | TOTAL BDCST. | UNIT RATE | TOTAL VALUE(1) |
|------|---------|------------|--------|--------|--------|-------------------|--------------------------|--------------|-----------|----------------|
|      |         |            | FROM   | TO     |        |                   |                          |              |           |                |
| 1    | 11111.. | 5          | 04:58A | 05:58A | 30S    | 10/22/12-10/26/12 | SUNRISE THIS MORNING     | 5            | 250.00    | 1250.00        |
| 2    | 11111.. | 5          | 05:58A | 07:00A | 30S    | 10/22/12-10/26/12 | THIS MORNING             | 5            | 425.00    | 2125.00        |
| 3    | 32233.. | 13         | 07:00A | 09:00A | 30S    | 10/22/12-10/26/12 | CBS THIS MORNING         | 13           | 250.00    | 3250.00        |
| 4    | Su      | 1          | 07:58A | 09:30A | 30S    | 10/28/12-10/28/12 | CBS SUNDAY MORNING       | 1            | 1800.00   | 1800.00        |
| 5    | 01010.. | 2          | 09:00A | 09:58A | 30S    | 10/23/12-10/25/12 | JEFF PROBST SHOW         | 2            | 350.00    | 700.00         |
| 6    | 10110.. | 3          | 09:58A | 11:00A | 30S    | 10/22/12-10/25/12 | PRICE IS RIGHT           | 3            | 475.00    | 1425.00        |
| 7    | 00001.. | 1          | 10:58A | 12:01P | 30S    | 10/26/12-10/26/12 | YOUNG & THE RESTLESS     | 1            | 500.00    | 500.00         |
| 8    | 11111.. | 5          | 11:58A | 12:30P | 30S    | 10/22/12-10/26/12 | NOON NEWS                | 5            | 675.00    | 3375.00        |
| 9    | 10001.. | 2          | 12:30P | 01:00P | 30S    | 10/22/12-10/26/12 | THE BOLD & THE BEAUTIFUL | 2            | 400.00    | 800.00         |
| 10   | 11111.. | 5          | 02:58P | 03:57P | 30S    | 10/22/12-10/26/12 | DR. PHIL                 | 5            | 450.00    | 2250.00        |
| 11   | 11111.. | 5          | 03:57P | 05:00P | 30S    | 10/22/12-10/26/12 | ELLEN DEGENERES          | 5            | 750.00    | 3750.00        |
| 12   | 11111.. | 5          | 04:59P | 05:30P | 30S    | 10/22/12-10/26/12 | M-F 5PM NEWS             | 5            | 1650.00   | 8250.00        |
| 13   | 11111.. | 5          | 05:59P | 06:30P | 30S    | 10/22/12-10/26/12 | M-F 6PM NEWS             | 5            | 2200.00   | 11000.00       |
| 14   | 11111.. | 5          | 06:27P | 07:00P | 30S    | 10/22/12-10/26/12 | WHEEL OF FORTUNE         | 5            | 3000.00   | 15000.00       |

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

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ACCEPTED BY STATION

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| <b>NAME</b>              | MEDIA STRATEGIES & RESEARCH                           | GRAVES FOR CONGRESS                          |
| <b>AND</b>               | 11350 Random Hills Rd Ste 670                         | 14 5th Ave S                                 |
| <b>ADDRESS</b>           | Fairfax VA 22030-7428                                 | Saint Cloud MN 56301-3639                    |
|                          | USA   | USA  |
| <b>CONTACT</b>           | RACHAEL BEALE   | <b>PRODUCT</b> EST 12593                     |
| <b>LOCAL SALESPERSON</b> | Nicole Roy Pol  | <b>AGENCY EST. NO.</b> 12593                 |
|                          |   | <b>PRODUCT CODE</b> 1300                     |

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| <b>NATIONAL SALESPERSON</b>  |  |
| <b>BROADCAST SCHEDULE STARTING</b> 10/22/12 <b>AND ENDING</b> 10/28/12 <b>NO. WEEKS:</b> 1 |  |

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|------------------------|---------|------------|--------|--------|--------|-------------------|----------------------------|--------------|-----------|----------------|
|                        |         |            | FROM   | TO     |        |                   |                            |              |           |                |
| 15                     | Sa      | 1          | 06:28P | 07:00P | 30S    | 10/27/12-10/27/12 | WHEEL OF FORTUNE           | 1            | 1500.00   | 1500.00        |
| 16                     | T       | 1          | 09:00P | 10:00P | 30S    | 10/23/12-10/23/12 | VEGAS                      | 1            | 4000.00   | 4000.00        |
| 17                     | W       | 1          | 07:58P | 08:58P | 30S    | 10/24/12-10/24/12 | CRIMINAL MINDS             | 1            | 4000.00   | 4000.00        |
| 18                     | Th      | 1          | 09:00P | 10:00P | 30S    | 10/25/12-10/25/12 | ELEMENTARY                 | 1            | 5500.00   | 5500.00        |
| 19                     | F       | 1          | 08:00P | 09:00P | 30S    | 10/26/12-10/26/12 | CSI: NY                    | 1            | 3500.00   | 3500.00        |
| 20                     | Sa      | 1          | 06:58P | 07:58P | 30S    | 10/27/12-10/27/12 | CRIME TIME SATURDAY        | 1            | 1600.00   | 1600.00        |
| 21                     | Su      | 1          | 08:00P | 09:00P | 30S    | 10/28/12-10/28/12 | THE GOOD WIFE              | 1            | 5600.00   | 5600.00        |
| 22                     | 1111100 | 5          | 10:00P | 10:35P | 30S    | 10/22/12-10/26/12 | LATE NEWS M-SUN            | 5            | 2700.00   | 13500.00       |
| 23                     | Sa      | 1          | 10:00P | 10:35P | 30S    | 10/27/12-10/27/12 | LATE NEWS SAT              | 1            | 2175.00   | 2175.00        |
| 24                     | Su      | 1          | 10:35P | 11:05P | 30S    | 10/28/12-10/28/12 | WCCO 4 NEWS AT 10:30       | 1            | 900.00    | 900.00         |
| 25                     | 11110.. | 4          | 10:35P | 11:38P | 30S    | 10/22/12-10/25/12 | LATE NIGHT WITH DAVID      | 4            | 650.00    | 2600.00        |
| 26                     | 01100.. | 2          | 11:37P | 12:38A | 30S    | 10/23/12-10/24/12 | THE LATE LATE SHOW W/CRAIG | 2            | 255.00    | 510.00         |
| <b>Total Contract:</b> |         |            |        |        |        |                   |                            | 82           |           | 100860.00      |

**Billing Summary**

|                 |            |            |            |              |
|-----------------|------------|------------|------------|--------------|
|                 | <u>Oct</u> | <u>Nov</u> | <u>Dec</u> | <u>Total</u> |
| <b>Qtr 4-12</b> | 100860.00  | .00        | .00        | 100860.00    |

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|      |      |            | FROM | TO |        |                 |          |                    |           |                |
|      |      |            |      |    |        |                 |          | <b>GRAND TOTAL</b> | 100860.00 |                |

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